ABSTRACT OF THE DISCLOSURE

Converting operation information for converting and controlling contents and contents information extracted by the contents distinction section 3 from contents are inputted to the information conversion management section 4. Besides, contents are outputted to the information conversion section 5. The information conversion management section 4 controls the information conversion section 5 in accordance with the converting operation information and the contents information, and the information conversion section 5 converts the inputted contents under control of the information conversion management section 4. Following to the above conversion, the user terminal receives the converted contents provided with a desired quality of contents.